

The Very Good Food Company Announces Significant Growth in its Online Initiatives

Vancouver, British Columbia--(Newsfile Corp. - July 9, 2020) - The Very Good Food Company Inc. (CSE: VERY) ("**VGFC**" or the "**Company**") today reported statistics related to the increase in traffic across its ecommerce store, social media channels and newsletter subscribers.

Ecommerce Growth

Consistent efforts by the Company to increase online traffic and expand its direct to consumer business have shown significant progress. Metrics for the most recent 4 month period highlight considerable growth across key data points. These include an increase in site visits to 447,169 (+1,591%), as well as an increase in average order value (+108%), number of orders (+986%) and conversion rate (+155%).

"We are very proud of the progress we have made growing our direct to consumer business. As consumer purchasing behaviour is changing considerably, we remain focused on providing options that allow our customers to buy our products on their own terms. Our online positioning sets us apart from the competition, and gives us a platform to continue scaling our sales at a rapid pace." - Mitchell Scott, CEO.

In addition, the Company has grown its active subscriptions for the "Monthly Meat Club" to over 1,000 of its most loyal recurring customers, from less than 100 this time last year.

Online Channel Growth

Social media followers and newsletter subscriber growth has advanced at a similarly expeditious pace, helping to fuel the online ecosystem of The Very Good Food Company. In the four months ended June 30th, email newsletter subscribers grew 98% to 28,000 members who receive product and company updates.

Over the same time period, the online communities of both Facebook and Instagram followers of the Company experienced growth of 627% and 498% respectively, and have both recently surpassed 30,000 on each platform.

[To follow the Company on Facebook, click here.](#)

[To follow the Company on Instagram, click here.](#)

Scaling Production

As a result of the significant growth in online activity, orders across North America have substantially increased. To fulfill the immediate customer demand, the Company is working hard to increase production out of the Victoria facility as construction of the Vancouver facility approaches.

"We understand the production bottlenecks and will be focused on streamlining existing operations while investing into automation and new technologies to increase output." - Olga Millman, Director of Process & Engineering Operations.

About The Very Good Food Company

The Very Good Food Company Inc. is an emerging plant-based food technology company that designs, develops, produces, distributes and sells a variety of plant-based meat and other food alternatives. Our mission is to employ plant-based food technology to create products that are delicious while maintaining a wholesome nutritional profile. To date we have developed a core product line under The Very Good

Butchers brand.

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